



Library of Virginia

# Youth Services Notes

Number 5

November 6, 2009

## Special points of interest:

- Winter Reading Program bid was awarded to B&B Printing Company
- Ideas for promoting the summer reading program
- Enid will be out of the office for seven weeks beginning November 11
- Looking for an author - check out William Durbin
- Bulletin of the Center for Children's Books 2009 Guide to Gift Books

## Summer Reading Program 2010

JanWay is now accepting orders for the summer reading program Hook a Book and Submerge Yourself at Your Library. While the prices are listed, the Library of Virginia will be providing the materials to the public libraries free of charge.

To place an order go to —

<http://www.janway.com/ReadPrograms/home.htm> and click on State program and then Virginia Reading program, or go directly to <http://www.janway.com/ReadPrograms/2010/VA%20SRP/VA10.htm>

Please note that the deadline for ordering is November 20. This is a soft deadline; if your library has not placed an order by November 20, Paranita or myself will contact your library.



JanWay will have theme-related incentives for libraries to purchase. They are expected to be made available soon.

Libraries may, of course, purchase materials through CSLP. I would very strongly recommend that all such orders for materials be placed by December 1. To order materials through CSLP go to <http://www.csllpreads.org/> and click on "order" or go directly to <http://www.highsmith.com/csllp/>

If your library is offering an adult reading program you might be interested in the theme created by CSLP, "Water Your Mind," or the JanWay materials, "Soak Up A Good Book."

CSLP materials may be ordered through <http://www.highsmith.com/csllp/> JanWay materials may be ordered through <http://www.janway.com/ReadPrograms/2010/Splish%20Splash%20Read/soak10.htm>

### Special Note:

**Please check and see whether you are able to open the DVD files that were sent with the summer reading program manuals. If not, please contact Enid at [enid.costley@lva.virginia.gov](mailto:enid.costley@lva.virginia.gov) so that an alternative arrangement might be made.**

As promised here are the answers I got about possible new ways to advertise summer reading programs. Thanks to all who submitted, it was helpful.

**Nancy Magi**  
Allen County Public Library  
900 Library Plaza  
Fort Wayne, IN 46802

## From PubYac

For the past several years, we have advertised on the big screen at the local movie theater for 6 weeks--starting a week or so before the beginning of the summer reading club and stopping mid July. We have been pleased with the results.

Sharon Anderson - Missouri

**I'm not sure what kind of socio-economic area you live in, but here are few recommendations that have worked:**

1. **Pediatricians Offices-flyers and calendars of events**
2. **2. PTA meetings-do the presentations directly to the parents, early in the spring and again before school gets out.**
3. **Promoting the FREE aspect, posters in Laundromats, Wal-Mart, Dollar Stores**
4. **Laminate posters and bring them to neighborhood pools, YMCA's Boys and Girls Clubs etc.**

Cindi Smith - Delaware

Something I've wanted to try was to ask fast food restaurants if they would put paper place mats on the trays. You would need thousands of place mats!

Our library system arranged to have a generic summer library program videotape run on a screen in the lobby of our Marcus movie theaters.

Terry Zignego - Delafield Public Library

**Are there any parades close to the beginning of SRC? We had a huge success by dressing up, and walking beside the library can and handing out bookmarks about the program. Dressing up is key... be outrageous and they will remember you.**

Angela J. Reynolds - Canada

First, I have to say we are a small town with two large grocery stores at

the end of town that bring in a lot of people from other (smaller) towns around us. One of them is locally owned and has a lot of family day programs, spooky parties, etc. They had a family fun day and invited us to set up a table - we brought brochures and signed kids up for summer reading. I got about 50 families, many of whom didn't realize the program was free, didn't know where the library was, etc. I also advertise our program with Parks and Rec, send info. to homeschooling groups, visit parochial and other private schools as well as elementary schools. I also visit the middle school for whatever groups can make it (200 6th graders last year were available) and individual classes as requested. I send flyers to the high school and pass out posters to all the school librarians.

Jennifer Wharton - Matheson Memorial Library

Try flyers or bookmarks at area pediatricians offices.

Some pizza places will add flyer to their boxes

Some cities will insert a notice with water bill

Some schools will insert a notice with report cards

Put up a big sign at Wal-mart with a pocket for flyer

I've never asked, but see if McDonalds will let you put up a notice

Put up signs and flyers where ever the parents of the children might go.

My best year was when I could still give out free fast food coupons as incentives. Our theme involved cracking a code. I made signs with "clues" and information about programs that every store involved posted inside and at their drive through windows. Kids had to collect enough clues to solve the problem to

enter a drawing for a prize. Stores liked it because kids visited the stores, we liked it because the program was promoted widely.

Susan - Texas

Our public library does all those things too but once during National Library Week we contacted local businesses and ask them to give a free item or discount on their chosen day to anyone who showed their library card. Now Columbus, MS is a fairly small town of about 65,000 in the whole county but Kroger Grocery selected Tuesday as their day to "Show Your Library Card". Customers shopping who showed their library cards were given a free 2 liter drink by the store and encouraged to feed their minds at the library too. A drug store participated and a restaurant gave discounts on purchases. Just a thought that you might could adapt.

Brenda Pritchett

We have five box trucks that are on the road every day moving materials between our locations. This past year we put sign frames of a size that can accommodate large posters from our oversize poster printer on both sides of each truck. They were reasonably effective, but we are working out two problems.

1) The sign frame does not have a seal and, despite the fact that there is a fairly heavy (but flexible) piece of plastic that covers the poster in the frame, driving at freeways speed on several occasions we had the resulting air flow blow a couple of posters out of the frame and away.

We are thinking that something like rubber weather stripping gasket might take care of this problem.

2) This might not be a program where you are, but in subtropical Houston our summers come with heavy rains and high humidity when it's not raining. Add extremely high temperatures and you can have a poster self-laminate to the plastic cover in the frame. When this happens it is virtually impossible to detach the poster cleanly. Our efforts to remove the stuck pieces damage the plastic making it difficult to read the next poster.

We do have a laminator that is large enough to handle these posters, but the expense and staff time involved in laminating pushes the cost over what we had hoped to spend on the project.

Stephanie

At Multnomah County Library, we do advertise on buses (both on the outside of the bus & on small cards inside our MAX trains, which is a kind of above-ground subway). The transit agency donates the space & we pay for the cost of producing the ads. I don't have any way of knowing how effective it is, though. We're currently discussing whether to continue paying for the transit ads; even with the space donated, it's fairly expensive.

We also advertise a few times during the summer in the main newspaper for Portland - we supply the ad, and they donate the space. The frequency & location of the ad depends on what other ads & articles they have.

We also print full color posters (11x17") that we mail to each school, faith-based organizations & family oriented businesses and ask them to post them.

The approach that's worked best for us is to sign up kids through their schools before summer vacation starts. Teachers send us their rosters (just first & last name, grade & school) and we send them SR game boards and parent information sheets before school ends. Not everyone who is signed up through school participates, of course, but we hear anecdotally about kids who played the game for the first time after coming home from school with a game board.

Good luck with your program!

Suzanne Myers Harold - Oregon

May not work for every community, but we have a really good relationship with the managers of the two local McDonald's. They let us do our opening registration event right in their play area, we have a craft table set up next to the registration table, and they pass out balloons, extra toys, etc. For a few weeks ahead of time, they pass out our flyers with every kid's meal - and if you have hit every child who has gone to McDonald's in a month's time, you have hit most of the kids in your community! They have even had Ronald McDonald himself come to the closing ceremony to congratulate the kids, which of course makes any of us chopped liver by comparison.)

A. Segna—Minnesota

This year we had almost all of the elementary schools advertise summer reading on their reader boards. This was effective since the schools are in the neighborhoods that the families live in. We received a lot of comments about patrons seeing the signs. Our attendance and minutes read was up, but it's hard to credit the reader boards for all of that, but I think it did help.

Rhonnie Craven—Washington



### Notes from the desk of Children's and Youth Services

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The Bulletin for the Center of Children's Books 2009 Guide Book to Gift Books is now available for free download at the BCCB website:

<http://bccb.lis.illinois.edu/gb2/index.html>

While this is a great resource for book buyers and gift givers, librarians and teachers will also benefit from the annotated recommendations to great books from the past three years. Enjoy!

Also be sure to check out the Bulletin's monthly online and FREE features, including:

#### **The Big Picture** -

<http://bccb.lis.illinois.edu/1109big.html>

An in-depth look at selected new titles and trends. This month we look at *Breathless* by Jessica Warman.

#### **The Dozens**

<http://bccb.lis.illinois.edu/1109doz.html>

A monthly theme-based booklist freely available for download. This month, we focus on aviation history.

#### **The Bulletin Stars**

<http://bccb.lis.illinois.edu/1109star.html>

Check out what we starred this month.

## Author Visit

William Durbin is an author and a former teacher who lives on Lake Vermilion at the edge of Minnesota's Boundary Waters Wilderness. A winner of the Great Lakes Book Award and a two-time winner of the Minnesota Book award, Mr. Durbin has published eleven novels for young readers, including **The Broken Blade**, **Wintering**, **Song of Sampo Lake**, **Blackwater Ben**, **The Darkest Evening**, and three books in Scholastic's My Name Is America series: **The Journal of Sean Sullivan**, **The Journal of Otto Peltonen**, and **The Journal of C.J. Jackson**. His novel **El Lector** was recently optioned for film by Jane Startz Productions; and his most recent work, **The Winter War**, deals with Stalin's invasion of Finland in 1939. His other honors include a Junior Library Guild Selection, Bank Street College Children's Book of Year list, the ALA's Amelia Bloomer list, New York Library Books for the Teen Age list, Maud Hart Lovelace nomination, **Jefferson Cup Series of Note Award**, Oppenheim Toy Portfolio Award, America's Award commended title, Book Sense Summer Pick, Boy's Life magazine serialization, St. Petersburg Times serialization, nominations for numerous state awards lists, and starred reviews in the major journals. Mr. Durbin frequently speaks at schools, libraries, and conferences throughout the country. In addition to his children's novels he has published poetry and essays for adults, and has supervised writing research projects for the NCTE, Middlebury College, and the Bingham Trust for Charity. For more information, visit his website at [williamdurbin.com](http://williamdurbin.com)



"Mr. Durbin's presentations are equally suitable for upper elementary, middle, AND high school - fantastic. Everyone was enthralled. You could have heard a pin drop in the auditorium! Students, teachers, administrators, and parents were equally impressed. Every one of his books immediately got checked out from the library, and students are still asking for them."

*Emily Spiegel, Library Information Specialist, Southside Fundamental*